



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: Huynh, Thu V.

For: System and method for real-time bidding for
Internet advertising space

REPLY TO NON-FINAL OFFICE ACTION
MAILED JANUARY 20, 2011

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the non-final Office Action ("Office Action") mailed January 20, 2011. In view of the following arguments and remarks, reconsideration of the outstanding rejections is respectfully requested.

Remarks / Arguments begin on page 2